

AG Contract No KR03-0085TRN
ADOT ECS File No JPA 02-190
Tracs: H6249 01X, 02X, 03X
Project No SB-AZ-02(002)A
ITEM No : N/A
Project. Scenic Roads Website


INTERAGENCY AGREEMENT
BETWEEN
THE DEPARTMENT OF TRANSPORTATION
AND
THE ARIZONA OFFICE OF TOURISM

THIS AGREEMENT is entered into 28th February 2003, between agencies of the State of Arizona, to wit; the DEPARTMENT OF TRANSPORTATION, acting by and through its INTERMODAL TRANSPORTATION DIVISION (the "State") and the ARIZONA OFFICE OF TOURISM, acting by and through its Director (the "AOT")

I. RECITALS

1. The State is empowered by Arizona Revised Statutes Section 28-401 to enter into this agreement and has delegated to the undersigned the authority to execute this agreement on behalf of the State
2. The AOT is empowered by Arizona Revised Statutes Section 41-2305 to enter into this agreement and has delegated to the undersigned authority to execute this agreement on behalf of the AOT.
3. The State and AOT, will use funds received from Scenic Byways Grant SB-AZ-02(002)A in a lump sum of \$332,716 00 which includes in-kind match and \$45,878 00 for Bear Essential News Project, submitted to the State and the Federal Highway Administration (FHWA) for its approval.
4. The State and AOT desire to participate in the design of a user-friendly Web Site. The main page will have a state scenic roads logo and offer additional information that interfaces with other links, where visitors can explore and discover the many Scenic Routes in Arizona, hereinafter referred to as the "Project". The parties hereto agree that State shall be the lead agency for the Project

APPROVED


Assistant Attorney General
Attorney for Department
of Transportation

Date 2/28/03

Work embraced in this agreement to design a Scenic Roads Website for the State and AOT estimated costs are the following:

Design TRACS No H6249 **01X, 02X, 03X**
Estimated Design Cost

Arizona Department of Tourism (AOT) (TRACS # H6249 01X for data base design)	\$ 61,000 00
Arizona Department of Tourism (AOT) (TRACS # H6249 02X for text, photography & maps)	\$ 45,000 00
(TRACS # H6249 02X from Grant SB-AZ-99(009)P)	\$ 35,000 00 (Pending)
(TRACS # H6249 02X from State Scenic Roads Program)	\$ 16,000 00
Total Amount by AOT	<u>\$ 96,000.00</u>
Arizona's Highway Magazine (TRACS # H6249 02X for text, photography & maps)	\$129,838 00
Arizona's Highway Magazine (TRACS # H6249 03X for Bear Essential News)	\$ 45,878 00
Total Estimated Funds for Design of Both Projects	<u>\$332,716.00</u>

THEREFORE, in consideration of the mutual agreements expressed herein, it is agreed as follows:

II. SCOPE OF WORK

1. The State will:

a. Enter into a Project Agreement with FHWA on behalf of the State and AOT covering the work embraced in said design contract and will request the authorized federal funds available, including administration costs

b. Have unlimited non-exclusive rights to all data produced in the performance of this agreement Unless subject to statutory exemptions, such data will be publicly available under the Freedom of Information Act, 5 U S C Section 552

2. The AOT will.

a. Provide to State standards design plans, specifications and other such documents and services required for design and programming for the Project as shown in Exhibit A

b. Use State Scenic Roads Logo's for all Web pages and adhere to the attached Exhibit A.

c. No more often than monthly, invoice the State in the form of Exhibit B attached hereto, supported by an accounting of monthly costs and expenditures on the Project

d. Should unforeseen conditions or circumstances increase the costs of the project, by a change in the scope of this work described in Exhibit A, the AOT, would require approval by the ADOT Project Manger before the State would obligate additional said costs

III. MISCELLANEOUS PROVISIONS

1. Title to all documents, reports and other deliverables prepared by the AOT in performance of this agreement shall rest jointly with the State and the AOT.

2. This agreement shall become effective upon signature by the parties hereto, and shall remain in force or upon completion of said Project and reimbursements; provided, however, that this agreement, may be cancelled at any time prior to the commencement of performance under this agreement, upon thirty (30) days written notice to the other party.

3. The parties agree to comply with all applicable state and federal laws, rules, regulations and executive orders governing equal employment opportunity, immigration, nondiscrimination and affirmative action.

4. This agreement may be cancelled in accordance with Arizona Revised Statutes Section 38-511.

5. The provisions of Arizona Revised Statutes Section 35-214 are applicable to this contract.

6. In the event of any controversy which may arise out of this agreement, the parties hereto agree to abide by required arbitration as is set forth for public works contracts in Arizona Revised Statutes Section 12-1518.

7. All notices or demands upon any party to this agreement relating to the agreement shall be in writing and shall be delivered in person or sent by mail addressed as follows:

Department of Transportation
Joint Project Administration
205 S. 17th Avenue - 616E
Phoenix, AZ 85007

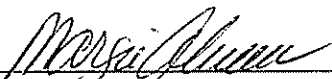
Arizona Office of Tourism
Director Margie Emmerman
1110 W. Washington Suite 155
Phoenix, AZ 85007

8. The parties recognize that performance by AOT under this agreement may be dependent upon the appropriation of funds by the State Legislature of Arizona and the federal government. Should they at any time fail to appropriate the necessary funds for such performance, then, by written notice to the other party, either party may cancel this agreement. Should the Project not be completed, be partially completed, or be completed at a lower cost than the paid amount, or for any other reason should any of these funds not be expended, a proportionate amount of the funds provided under this agreement shall be reimbursed to the State.

IN WITNESS WHEREOF, the parties have executed this agreement the day and year first above written.

STATE OF ARIZONA**THE ARIZONA OFFICE OF TOURISM**

By



MARGIE EMMERMAN
Director

DEPARTMENT OF TRANSPORTATION

By


SUSAN TELLEZ
Contract Administrator

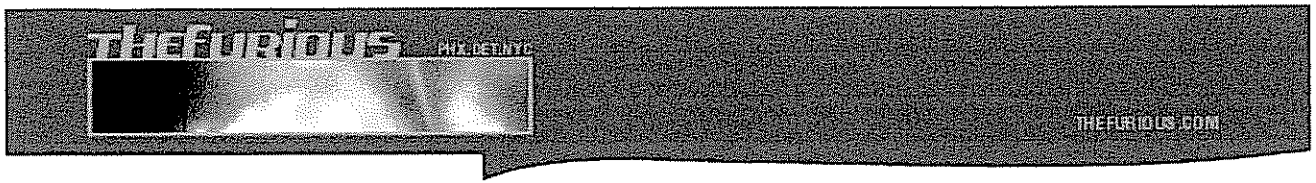


EXHIBIT A

Date:

August 8, 2002
Revised October 8, 2002
Revised October 25, 2002
Revised Jan 29, 2003

Client:

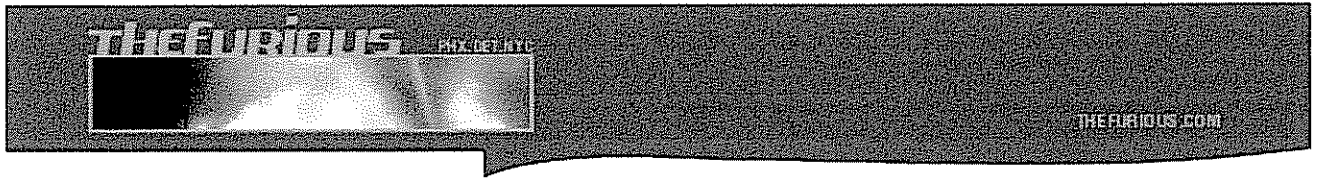
Moses Anshell

Contact:

Tom Garrett
Interactive Director

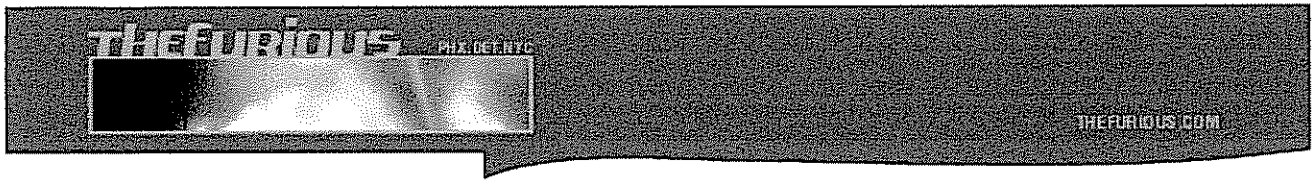
Project:

Scenic Roads Sub-
Section



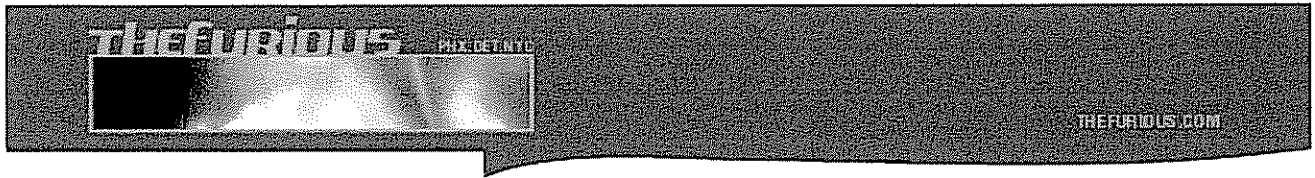
MISSION STATEMENT

To create a sub-section within www.arizonaguide.com dedicated to Arizona's Parkways, Historic and Scenic Roads (APHSR).



DELIVERY TEAM

- o Tucker Woodbury
 - *General Manager*
 - Strategy
 - Account Management
- o Kelly Noto
 - *Production Manager*
 - Production Management
 - QA and Process
- o Matt Mason
 - *Creative Director*
 - Interactive Branding
 - Interface design and architecture
- o Benjamin Ursu
 - *Chief Technical Officer*
 - Technical Management of team
 - Coding standards and specifications



DELIVERABLES

APHSR Web Section

- **Deliverable:** Sub Site Design, Architecture and Database.
- **Due date:** February 2003

Objective: APHSR section will allow an integrated and scalable architecture to accommodate Scenic Road and other relevant information. The finished section of the site will be a destination where visitors can discover more about the various scenic routes that can be toured within Arizona. Client administered management tools will also be created to allow AOT/ADOT to update various sections of the site.

1.0 Interface Design / Landing Page

theFurious will utilize imagery and dynamic content to welcome users to the main page. The main page will incorporate a map delineating each of the 5 regions found in Arizona as well as provide a user-friendly navigational scheme, which would quickly link visitors to other information available to them within this section. Although the section will have it's own look and feel, design cues will be taken from www.arizonaguide.com to ensure a degree of continuity. The most prominent logo on the main page and site will be the state scenic roads logo. All remaining logos will be positioned in size and order based on funds contributed towards the project. The goal will be to provide an intuitive interface, which will allow users to explore and discover the many Scenic Routes in Arizona. The main navigation on the landing page will call out and link to the following areas:

- APHSR Interactive Route Map
- Show Me the Roads
- Search Function

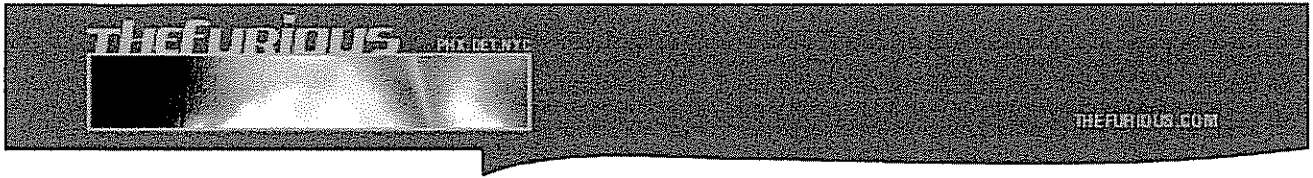
The Utility Navigation on every page of this site will include the following links:

- Back to www.arizonaguide.com link
- Link to ADOT TE/SR Program Site
- Link to <http://www.byways.org>

Assignments: ADOT: Scenic Roads, ADOT & FHWA logos
Highways: Logo
AOT: Logo
MA/TF: landing page layout and inclusion of the above data/links

2.0 Interactive Route Map

theFurious will create an interactive map. The map will be created in Flash and scalable for future considerations. Users will have the option to populate the map by selecting any of the states 5 regions, which will then populate the map with the appropriate routes from the 21 scenic routes and allow interaction via selection of specific layers, based on their desired experience.



These layers will be:

- Scenic
- Natural
- Historic
- Cultural
- Archeological
- Recreational
- Canamex
- Historical Markers (2 levels)
- Mileposts
- Regional Clusters

Once a particular layer is activated, users can then rollover the various points of interest on the map to view a thumb nailed description of the points of interest. Distance and approximate drive times would also be displayed. The map would also feature a zoom function providing for either a micro or macro view for the user. Items featured on each layer will be relevant to the particular category. It will be necessary that an appropriate map be received for each layer. Users will be able to view a single layer at a time, or up to four combinations of layers. The maximum view may cause overlap of certain items, however, the user has the ability to deselect and re-select, as they deem necessary within the four maximum views.

Assignments: ADOT: Text, Milepost log--Photographs
Highways: Historical Markers
AOT: Photos-(not to exceed four photos)
MA/TF: Map creation to include above data

3.0 Show Me The Roads

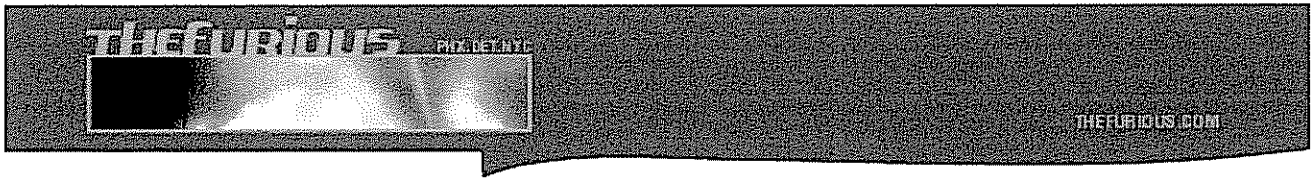
A page would be created for each scenic road. These pages would identify the route and offer a brief overview, mileage and other relevant, top-level information.

3.1 Trip Journals

Arizona Highways Magazine will write stories and may provide visuals about various scenic routes. None of the visuals provided by Arizona Highways is to be downloadable from the site. To provide overall creative consistency, three standard templates will be created with each route having appropriate space allocated to allow interjection of creative headlines, text and/or logo treatments.

For the initial stage of this site, theFurious will take the collateral provided by Arizona Highways and evaluate the best template layout to accommodate what is received. If we find the information can not be accommodated by any of the three template designs, a proposal will be written for the design and programming for additional template designs or an hourly rate will be established for adding and updating these stories.

Highways: Text, Photos; Maintenance and Updates
MA/TF: Template design; Watermarking of all downloadable photos.



3.2 Itinerary Generator

This useful feature would allow visitors to plan, edit, save and print various possible Scenic Route Itineraries. The proposed tool would work in the following manner:

- Enter Starting Point
- Enter Number Of Days
- Enter Ending Point
- Select Your Interests
- Enter Maximum Time you are willing to spend driving
- Click to Produce Itinerary options
- View Trip on Interactive Map

After the selections are made, a suggested itinerary would then be generated. From there, a visitor could select to print the itinerary, or email the link the their self or a friend. This tool would be available for each scenic road and regional road clusters.

Assignments: ADOT: Mile Post Logs
MA/TF: Create Relational database required to perform the above function

3.3 Flash Photo Tour

For those unfamiliar with the various scenic routes in the state, a 5-10 second Flash Photo tour for the 5 regions will be created highlighting the points of interests one would encounter along the way.

Assignments: AOT/MA: Provide Images for Flash Tours
TF: Design and Build Flash Tours

3.4 Community Links

To provide overall creative consistency, a standard template will be created for each route having appropriate space allocated to allow interjection of local information. The Text for the template will be provided by ADOT for inclusion on the web site. Upon submission for the form from a community, an email will be sent to both ADOT and AOT representatives to make them aware of the submission. AOT will review the submission and get final approval from ADOT to authorize the post.

Assignments: ADOT, Highways: Provide all content and imagery for the designed templates
MA/TF: Design Template and database function for the above approval process



4.0 Suggested Database Structure

Additional discovery will need to take place before defining the entire Database needs for this section of the site. Our thoughts, at this juncture as to what software will be needed to accomplish what has been outlined for the interactive map are as follows:

Software/Languages:

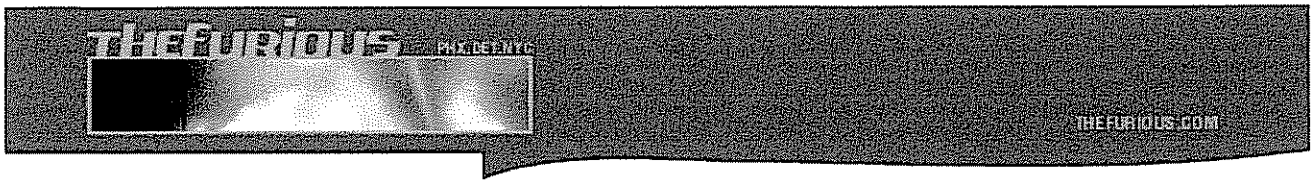
- Macromedia Flash 5/Macromedia Generator Enterprise or Macromedia Flash MX (depending on Software Enhancements and Penetration)
- Microsoft Windows 2000 Server
- Microsoft SQL Server 2000
- Internet Information Server 5.0
- Active Server Pages
- ActiveX/ADO
- JavaScript

While it may be possible to leverage existing hosting configurations, there will be additional costs for the licensing and installation of Macromedia Generator. However, if the site is built using the Flash MX software, no additional server enhancements will be required. Approximate costs for the Generator license, installation and integration are approximately \$3,250 and not included as part of this scope.

Database Purpose: The main objectives for the database include building the relationships between the map layers, building itineraries and generating emails for built itineraries. Additionally, the database will provide a client-administered content management console for the show me the roads/trip journals and community links areas. It is understood these sections will undergo more frequent updates, and can therefore be easily controlled through the management console.

Technical Overview:

A data model will be developed using SQL Server 2000 to warehouse the information pertaining to each specific route and amenities. SQL Server 2000 provides extensive database programming capabilities built on Web standards. This model will be closely integrated with the flash module to allow user requests to be delivered quickly and with minimal effort. The flash module will be developed on a data driven platform using the integration of Macromedia Generator. Macromedia Generator allows for dynamic content and images to be placed within a flash module while still allowing for those objects to be animated, graphed and scripted. Data will be delivered to Generator using Active Server Pages and ActiveX. Active Server Pages (ASP) is a server-side scripting environment that you can use to create interactive Web pages and build powerful Web applications. When the server receives a request for an ASP file, it processes server-side scripts contained in the file to build the Web page that is sent to the browser. In addition to server-side scripts, ASP files can contain HTML. (including related client-side scripts) as well as calls to COM components that perform a variety of tasks, such as connecting to a database or processing business logic. These ASP pages will contain the scripting logic behind creating itineraries and managing requests for information from the database. The Graphical User Interface will be developed using Macromedia Flash. This environment is the most efficient way to display content with minimal download time while still allowing for maximum usability. The module will contain user selections followed by animations to transition them through the virtual tour.



Schedule:

The following schedule depicts a typical production cycle for a site of this size. Specific dates would be provided upon scope agreement, as well as specific assignments for the extended team, including AZ Highways, ADOT, and AOT.

Description	Responsible	Date
Sign SOW and Issue PO	Moses Anshell	02/03/03
Discovery Phase & Tasks Assigned	Moses Anshell / theFurious	02/03 – 02/12
All Collateral/Materials Submitted	Moses Anshell	02/28/03
All Content Submitted	ADOT	03/07/03
Creative Design Presented / Approved	theFurious / Moses Anshell	03/14/03
Beta Site Review	All	05/07/03
Testing / QA	All	05/14/03
Launch	theFurious	05/21/03

ESTIMATE:

Project Build:

ITEM	COST
1.0 Interface Design / Landing Page w/ search	11,375
2.0 Interactive Route Map	54,620
3.0 Show Me the Roads	
3.1 Trip Journals	9,380
3.2 Itinerary Generator	17,875
3.3 Flash Photo Tour	6,130
3.4 Community Links	5,850
5.0 Database Architecture/Programming	28,000
Sub Total:	133,230
Management Mark Up (x 1.1765)	22,892
Total:	156,122

ASSUMPTIONS / RISK ASSESSMENT

- We will need a dedicated client partner to work with from Moses Anshell.
- Moses Anshell/AOT will provide all necessary collateral, including copy and images to theFurious before a final timeline is produced.
- All expanded team members will have completed assignments and delivered requested collateral according to timeline.
- The targeted build specs will be contained to function fully on IE and Netscape browsers, specifically 5.0 and above, with minimal accommodation for 4.0 and below versions. The site will also function fully on both PC and MAC platforms. It is not required to address wireless or WebTV applications for this build. The site will be optimized for 800x600 viewing.
- The site will be built in Flash 6.0, HTML and ASP.
- A formal discovery process will be conducted prior to developing the full site.
- Any necessary server modifications or upgrades, and/or software packages to accommodate the solutions proposed will be the responsibility of AOT. Currently, the only identified enhancement would be the use of Macromedia Generator, which is not covered under this scope.



THEFURIOUS.COM

TERMS AND CONDITIONS:

- Upon approval of this Statement of Work, Moses Anshell will issue a Purchase Order to secure payment to theFurious for the amount proposed herein.
- All work will commence upon Moses Anshell issuing the formal Purchase Order to theFurious. Detailed timing with review dates will be provided upon receipt.
- Any changes or modifications to the above deliverables will be addressed in an addendum document and identified as such. All timelines, estimates and schedules will be resubmitted based on each addendum.
- theFurious will post all deliverables to a password-protected website which will be accessible to Moses Anshell for viewing throughout the development process.
- Neither party shall be liable to the other party for any special, consequential, incidental, punitive or exemplary damages or loss, nor any lost profits, savings or business opportunity.

Submitted to:
Moses Anshell

Date: January 30, 2003

Tom Garrett, Interactive Director

Submitted by:
theFurious, Inc.

Date: January 30, 2003

Tucker Woodbury, General Manager

**ARIZONA DEPARTMENT OF TRANSPORTATION
PROGRESS PAYMENT REPORT**

	Progress:		Final:	
Report No.				
Project No.	JPA 02-190		Date Ending:	
TRACS No.	H6249 01X, 02X, 03X			
Name of Project	Scenic Roads Website			
Vendor/Customer	Arizona Office of Tourism			
REMIT TO:	1110 W. Washington Suite 155 Phoenix, AZ 85007			
Date Started	Estimated Completion Date:	% Billed	100%	% Complete

SUMMARY OF WORK FOR WHICH PAYMENT IS REQUESTED

TRACS No.	DESCRIPTION	CONTRACT NTE	Previous Accumulative Amount	Current Month	Accumulative Amount
H6240 01 X	Data Base Design (AOT)	\$61,000 00			
H6249 02X	Text, Photography & Maps (AOT)	45,000 00			
H6249 02X	Grant SB-AZ-99(009)P) (AOT)	\$35,000 00			
H6249 02X	State Scenic Roads Program (AOT)	\$16,000 00			
H6249 02X	Text, Photography & Maps (AZ Hwy Magazine)	\$129,838 00			
H6249 03X	Bear Essential News	45,878 00			
	Total Contract Amount	332,716.00			

Submitted By <u>(See attached invoices)</u>	Date:	Total: \$0 00 To: Date:
Approved By: <u>ADOT Project Manager</u>	Date:	Total: Previous: Report: \$0.00
Approved By: <u>Joint Project Administration</u>	Date:	Current: Report:

CONMASTR/PRFORMAT